

Press Release: “University of Wyoming MBA’s Participate in 6 Strategic Consulting Projects”

University of Wyoming MBA students and faculty recently completed summer consulting projects. Projects ranged from competitive market analysis for a technology start-up to fuel forecast modeling. Sponsors included Sinclair Oil, Petroleum Field Services (PFS), Black Hills Energy, Pharmacy Solutions, Wyoming Public Media and MOST. Second-year MBA students, along with a faculty advisor, served as industry consultants addressing strategic challenges and opportunities within each organization.

Steve Farkas, MBA Director, shared, “Our summer project program affords MBA students unique opportunities to fully engage organizations in cross-functional environments while tackling real business problems over a 6-8 week period. Student teams traveled from Seattle, WA to Rapid City, SD, charged with creating actionable solutions for our sponsors.” At the conclusion of the projects, each project team presented their recommendations to company senior executives. Evidence of the students’ success is found in their feedback:

“The combination of strong faculty leadership and enthusiastic students contributed to a valuable project for our company. As a result of the project, our company was able to implement several recommendations that will help to grow our business. The MBA students, coupled with faculty recommendations, thoroughly researched the market. Based upon their research, they were able to make a professional presentation that included both a strength/weakness and opportunities/threats analysis. I would highly recommend prospective businesses to partner with the University of Wyoming MBA summer program.” (Chris Tice, CEO, Pharmacy Solutions)

“I don’t think a professional marketing firm could have delivered much more insight than the student team. I believe some of the value we gathered was the discussion sessions we had with the student team that uncovered some branding issues that we had not recognized. The questions that were asked by the student team created dialogue amongst PFS personnel that we haven’t had before as we never focused on branding with engineers, surveyors, etc.; it was quite insightful.” (Steve DeSalvo, VP, Corporate Development, PFS)

“As a result of the project, our company will be allocating our capital investments in a manner more closely targeted to help grow our business. The Energy MBA students, coupled with faculty recommendations, thoroughly researched the market and developed an invaluable forecasting model for us. Based upon their research and thorough preparation, the MBA students were able to make an amazingly professional presentation. I highly recommend the University of Wyoming MBA summer program as a business partner.” (Peter Johnson, President, Sinclair Oil)

“We were very pleased with the work and presentation by the UW MBA program on the CO2-EOR Market and Coal Power with Capture Project. The students were well educated and prepared to discuss the CO2-EOR market and the economics of carbon capture relating to coal plants.” (Brent Voorhees, Director, Asset Management, Black Hills Energy)

The University of Wyoming MBA program is currently prospecting clients for Summer 2015. Project Proposal forms are located on the MBA website (www.uwyo.edu/mba). For additional information, please contact the MBA Program Office at: mba@uwyo.edu or 307.766.2449.